



Education UK Roadshow

1 – 5 October, 2013

1. Education UK Roadshow

The Roadshow is a one week programme organised by the British Council Mexico to engage with UK prospective students at undergraduate and postgraduate level. It is a platform to profile UK institutions within the Mexican education market as the best study destination. The forum provided institutions the opportunity to promote the programmes available for prospective degree seeking international students.

The main **objectives** of the event were:

- Present the best and most complete offer of academic programmes from UK institutions to Mexican prospective students
- Position the UK as the preferred destination for Mexicans studying abroad
- Consolidate the positive perception and awareness of British educational institutions
- Promote the quality and cost effective elements of UK education
- Showcase the variety of opportunities within the UK's education system: display the wide range of programmes from UG to PG, create positioning for FE colleges especially for EFL plus and provide a cost-effective platform for EFL sector
- Provide firsthand information to prospective students
- Project the UK as a dynamic destination at the forefront of technological and educational changes worldwide
- Provide personalised attention to students through "One-to-one" interviews with the UK institutions of their interest. Through this activity institutions can tutor serious prospects and advice them on their decision-making process for studying with them

The programme included the following activities:

- Mini fairs at four IB schools in Mexico City
- One mini fair at an IB school in Puebla
- Two Mini fairs at recognized and prestigious schools and Universities in Mexico city and Puebla
- One mini fair at the British Council

Participating institutions:

No.	Institution
1	Bath Spa University
2	Cardiff University
3	GSM London
4	HULT International Business School
5	Keele University
6	King's College London
7	Royal Holloway, University Of London
8	The University Of Sheffield



9	University Of Bristol
10	University Of Central Lancashire
11	University of Glasgow
12	University of Kent
13	University of South Wales
14	University of Southampton
15	University of St. Andrews
16	Univ. Of Sussex, Surrey ISC & Bellerbys College

2. Programme

Mexico City	
Date	Tuesday, 1 October, 2013
Venue	British Council
Time	9:30–10:30
Target	16 representatives from the Universities
Key Points	Session: Updates on Education Intelligence in the Mexican market Q&A session
Puebla	
Venue	Churchill College
Time	12:30–14:30
Target	Undergraduate students
Key Points	IB school, students have grown with British education they whole life so it makes them an excellent level of students
Puebla	
Date	Wednesday, 2 October, 2013
Venue 1	Colegio Americano de Puebla
Time	10:00–13:00
Target	Undergraduate students
Key Point	IB school, good level of students
Puebla	
Venue 2	Universidad de las Americas Puebla
Time	15:00–18:00



Target	Postgraduate students
Key Point	Excellent level of students at one of the greatest Universities in Mexico
Mexico City	
Date	Thursday, 3 October, 2013
Venue 1	Greengates School
Time	11:00–14:00
Target	Undergraduate students
Key Point	IB school and excellent level of students with great assistance and tradition of studies abroad
Venue 2	Tomas Alva Edison School
Time	15:30–17:30
Target	Undergraduate students
Key Point	They are starting an international programme
Mexico City	
Date	Friday, 4 October, 2013
Venue 1	Escuela Sierra Nevada
Time	09:00–12:00
Target	Undergraduate students
Key Point	Good number and quality of students
Venue 2	Eton School
Time	15:00–17:00
Target	Undergraduate students
Key Point	IB school, Excellent quality of students, a traditional fair now for their students
Mexico City	
Date	Saturday, 5 October, 2013
Venue	American School Foundation
Time	11:00–15:00
Target	Undergraduate students



Key Point	IB school, Excellent quality of students, a traditional fair and tradition of studies abroad
Venue	British Council
Time	16:00–20:00
Target	Under and Postgraduate students
Key Point	Excellent number of students attending, excellent quality of students and a great reaction from all the attendees

3. Key Facts

Attendance to all events in the programme	
Tuesday 1 st	143
Wednesday 2 nd	450
Thursday 3 rd	850
Friday 4 th	740
Saturday 5 th	2,400
Total visitors	4,583

Visitors education level at BC fair	
Postgraduate	77%
Undergraduate	23%
High School	0%

Demographics of visitors at BC Fair for 2013	
Gender	
Male	38%
Female	62%
Age	
12 to 18	10%
19 to 25	51%
26 and more	39%

4. Advertising and Publicity

The advertising campaign for the Roadshow was focused in promoting the event through the BC's communication channels. These are some of the promotion activities:

- E-mail newsletters to the Education UK Mexico database
- Facebook advertising campaign targeting specific market
- Promotion in the BC premises among visitors and students
- Promotion within the participating institutions
- PR activities with media contacts
- British Council social media



5. What recommendations have you got for the future of this particular event for British Council?

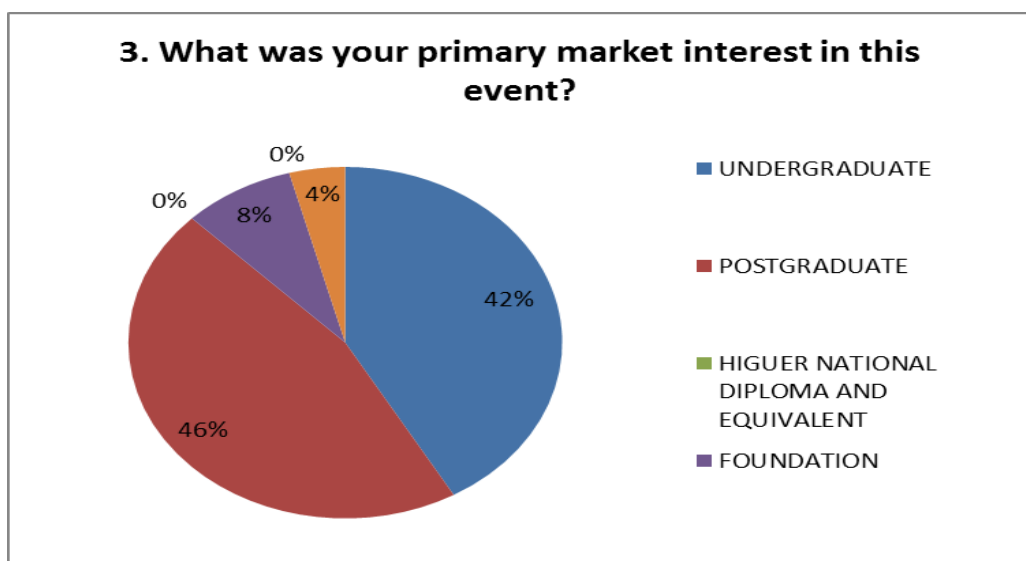
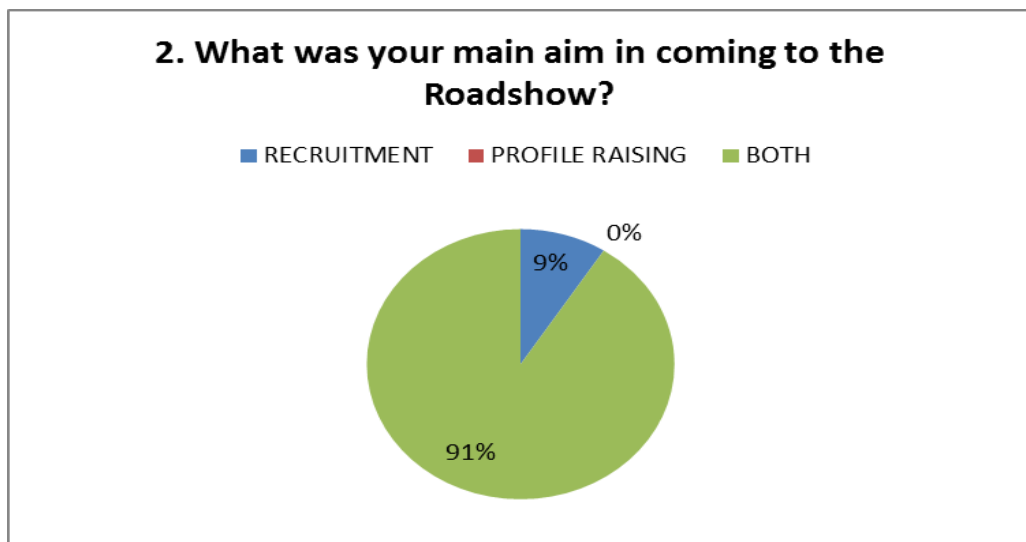
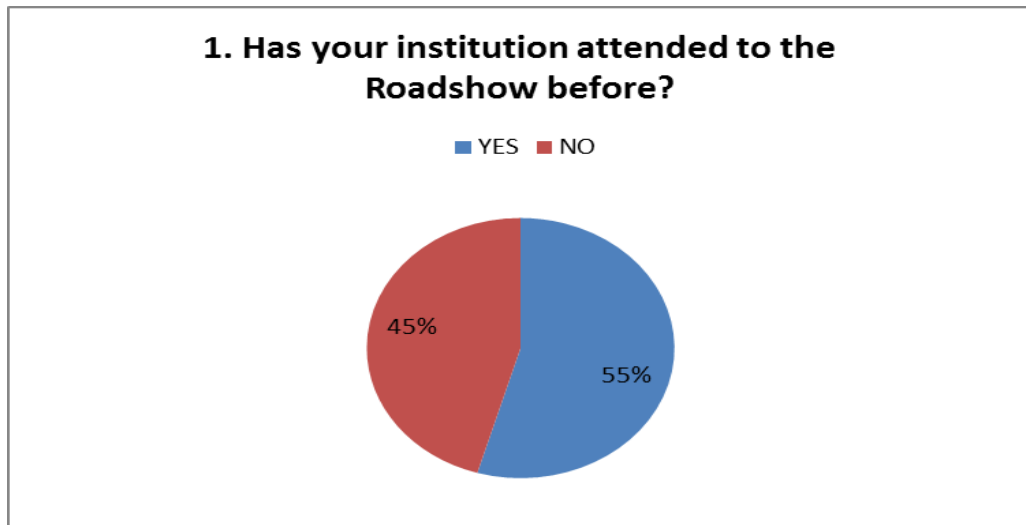
- According to feedback from participating institutions it is important to give a briefing session in every Roadshow for a better understanding of the market.
- It is important also to them to have previous information about the School's profile in the programme.
- It is also considered as a very important point: the age of the students. International officers reported several times that students profile was great, but some of them were very young. While this is not a problem, it would be more useful if they have students graduating in a maximum of 2 years' time, rather than 3 or 4 years time.
- The Universities would prefer to have an extend British Council fair, for some of them was one of the best exhibitions in the whole Roadshow, they would prefer to have this fair in one entire day (Saturday) rather than visiting other schools.
- The feedback about the British Council staff support before and during the exhibition was good and we will take recommendations in order to improve our services to them for the next Roadshow and Education UK 2014 Exhibition.

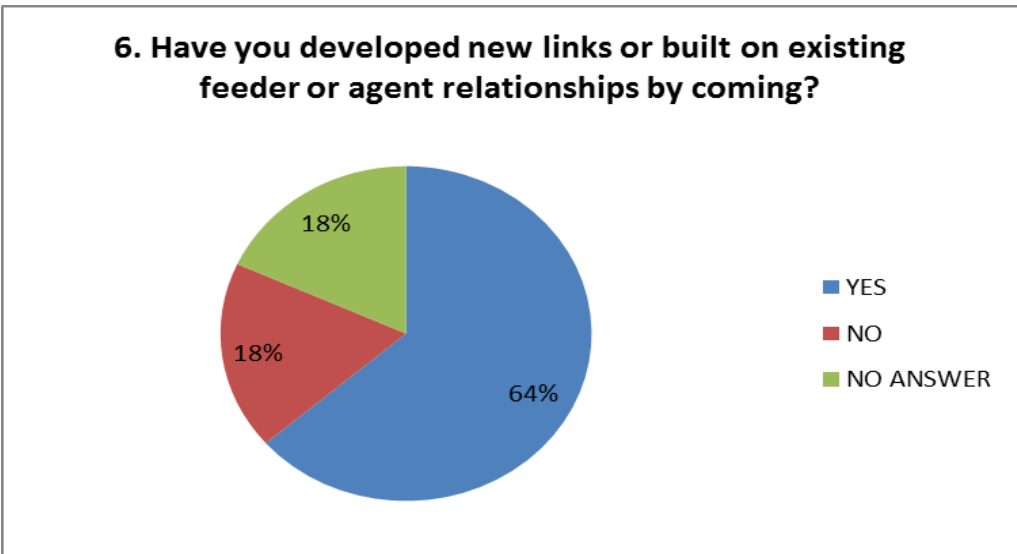
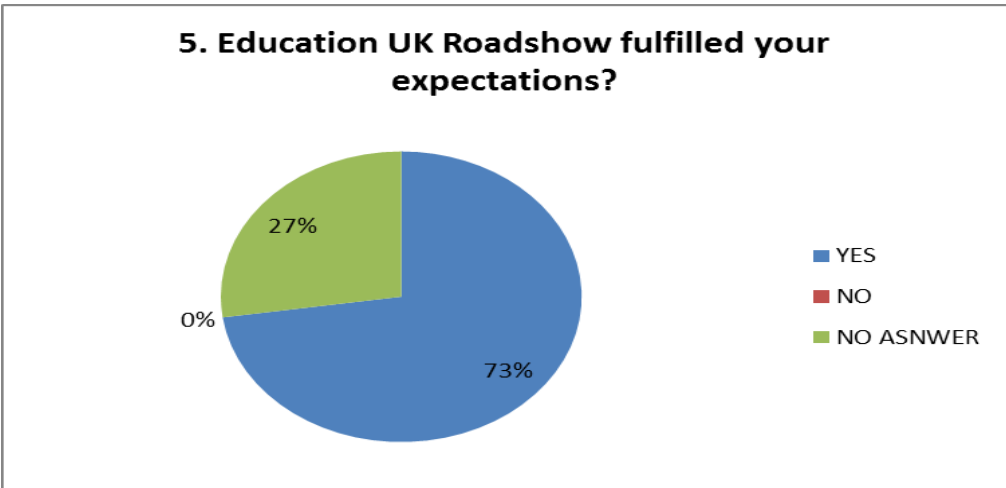
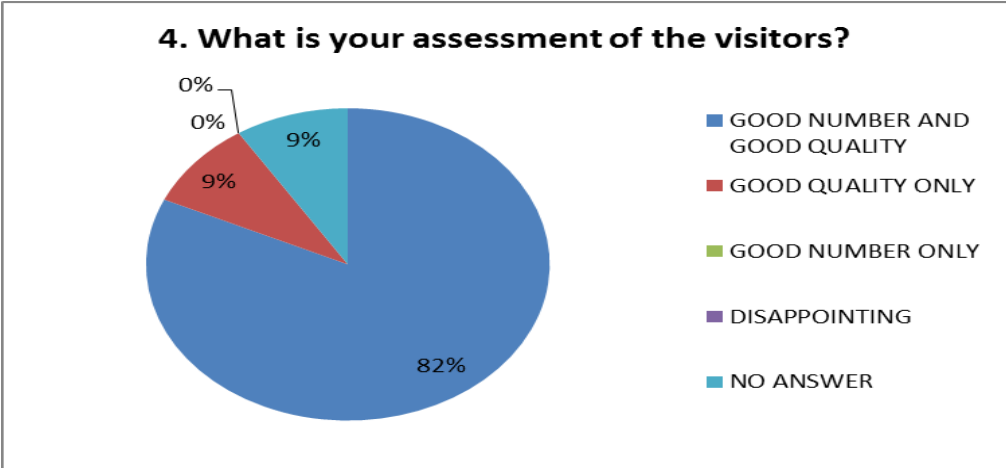
6. Main concerns of students about the institutions

- There are always questions about scholarships so it is important to have a table with information on how to apply for a scholarship.
- There are also always questions about the process to study at the UK, so would be important to have one representative from British Council giving that kind of information.
- A highly part of the assistants were interested in Undergraduate studies, those students who have a British background have in mind the UK as their principal destination for study, but for those who don't have that background is quite difficult to get their interest.
- Students interested in the postgraduate studies, they came along to the Universities, because they already had all the interest about study in the UK.
- Most of them were pleasantly surprised of UK costs and how it would be cheaper to study in UK in comparison with universities in the USA that is a very strong point for us to use.
- According to previous reports of Roadshow in 2012, this year we have seen much more interest from students to the United Kingdom as a destiny for study rather than other years, which means the engage with the Mexican market and the British universities has been growing with this exhibitions.

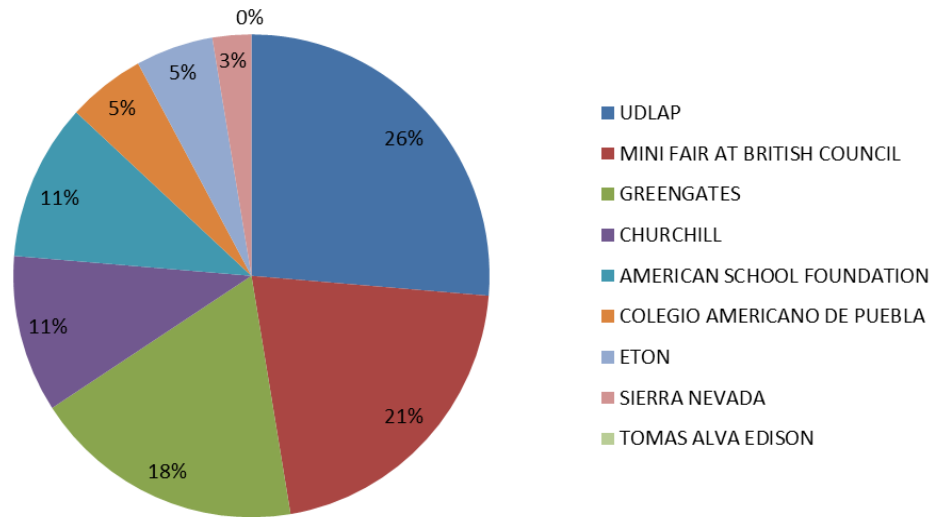
We consider of great importance to have continuity with both, UK institutions and the school fairs in order to create a better awareness of UK and permeate the top schools changing mentalities so it becomes natural to continue their studies in the UK as it is in other countries.

7. Exhibitors' feedback

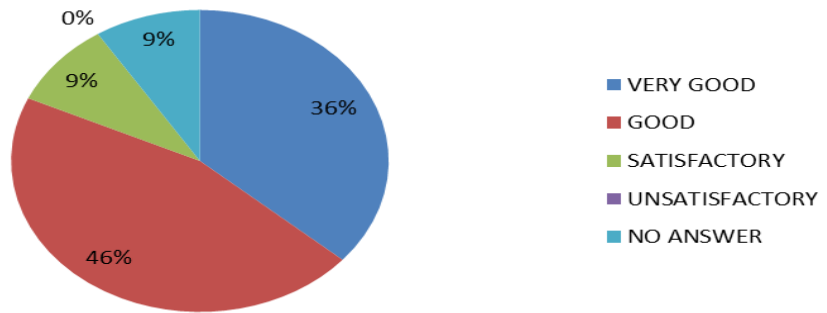




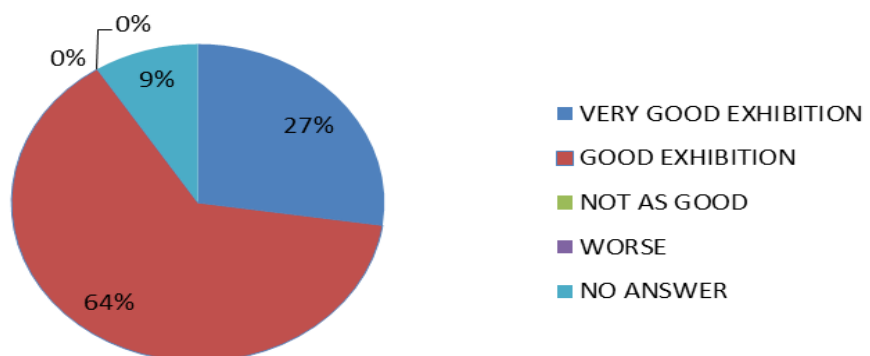
7. Which institutions we visited in this Roadshow were the best for you?

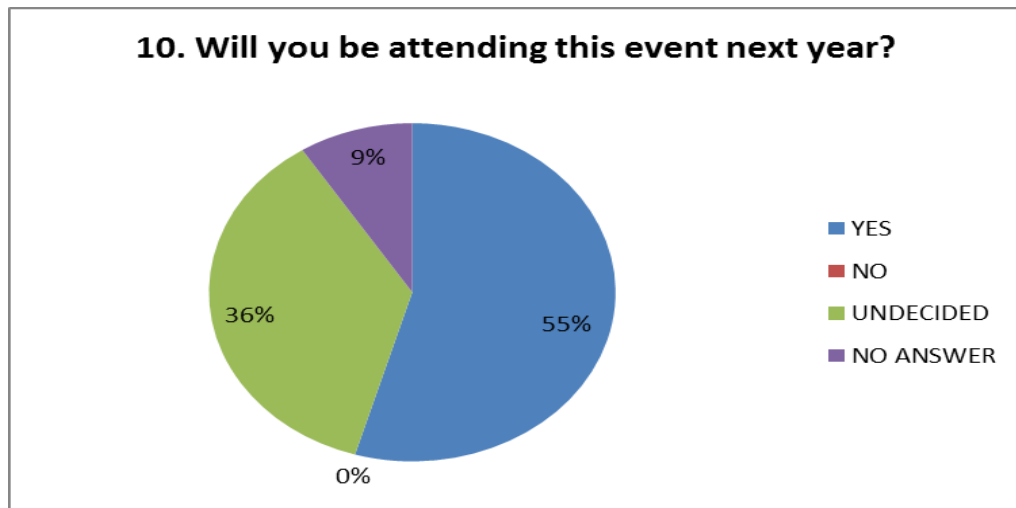


8. How do you rate the support to your business needs from the British Council before and during the event?



9. Give your overall assessment of the Roadshow





8. Mexican schools in this programme

Churchill College

Since it opened in 1998, The Churchill School has had a highly qualified teaching team which is in permanent training. In 2003, Churchill College opened as the logical continuation of the success achieved at the School, offering international and personalized education with study programs given in English. Their main goal is to successfully form students who can overcome challenges in their future lives. The programmes seek to prepare students to study independently, think critically, work in teams, take advantage of technology and master the English language. One of the key elements in the philosophy of the College is the desire to “open doors” for the future by providing graduates with as many skills and recognized certifications as possible. The School is also a member of the International Baccalaureate (IB), an institution that is dedicated to promoting excellence. In the same way, the Churchill School is an UNESCO school.

Colegio Americano de Puebla

The American School Foundation of Puebla was founded by Ms. Anne Jenkins of Buntzler with the support of Dr. Feland Meadows, Jr., on 1 September 1942 in order to care for children of American families that lay in the city. The American School Foundation of Puebla is a place where the mind grows in freedom develop in our students the ability to think and analyze critically, solve problems creatively, apply technology skills learned and use Spanish and English languages to communicate their ideas clearly. The School is also member of the International Baccalaureate (IB), an institution that is dedicated to promoting excellence. In the same way, is part of some different national and international associations.

Universidad de las Américas Puebla (UDLAP)

Universidad de las Américas Puebla is located in the greater metropolitan area of Puebla, in the state of Puebla. UDLAP offers close to 100 academic programs that meet high quality standards in both traditional



and distance learning modalities. The programs are multidisciplinary, innovative and modern, imparting the knowledge and skills that our future alumni will use in their professional careers.

UDLAP has academic cooperation agreements with more than 300 universities located in 30 different countries. All UDLAP students are encouraged to spend a semester or year studying abroad. They also offer dual degree programs at the undergraduate and graduate level with universities in Spain, United States, France, Canada and Germany.

UDLAP is committed to high educational standards, and has been accredited By the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) since 1959. UDLAP's international accreditation with SACS was reaffirmed in 2005 for the next 10 years, making us one of five institutions in Latin America that have earned this academic recognition. Their alumni are truly export quality.

Greengates School

Founded in 1951, Greengates School, an infant-to-high school operating on a single large and green campus, is located in Balcones de San Mateo, within the NW of Mexico City. Their high school now has about 300 students. (In the final two years, all their students follow the I.B full Diploma programme. The prior two years follow the University of Cambridge Exam Board 'IGCSE' curriculum and final exams.) Typically, of these high school students some 75 are seniors. (About 10 fewer in 2012, in 2013 it will total some 85.) Again, a typical year will see about 65% of graduates head abroad, mostly to colleges and universities in the U.S, Canada and the U.K. Still others head to other European countries, or within Asia. Almost all our graduating students will attend college. The list of destinations always is extensive and includes many of the very best U.S institutions.

Tomás Alva Edison

Tomás Alva Edison School, funded in 1983, is a private, middle class school located in Mexico City, which provides education from preschool through high school to a student body of 2000. Tomás Alva Edison High School is made up of 450 students who are completing their last three years of college preparation. TAE High School is certified by the National Autonomous University of Mexico (UNAM) and is part of what is called the "Incorporated System for Private Schools." TAE Middle Schools (Us equivalent of 7-9th grade) has score the highest in Mexico City for two consecutive years on the national standardized ENLACE exam mandated by the Secretary of Education of Mexico. It is recognized as one of the top 10 schools in the country according to the leading universities.

ETON

Eton School provides a friendly and caring environment where students develop and consolidate a positive self-image while growing intellectually and socially. Eton students know that they matter to us for what they are and what they may come to be. They experience the development of their personal responsibility through reasoning and awareness.

Professional development is a priority at the School, and the entire staff regularly attends workshops, courses, and master's or doctorate programs. For example, educational conferences that are regularly imparted at the School include:

- International Baccalaureate Organization World School workshops
- Teaching for Understanding (TFU)
- Conscious Discipline
- Project Approach



- Reggio Emilia techniques

American School Foundation (Mexico City)

The American School Foundation, A.C. (ASF) serves students from Kindergarten through 12th grade in four schools. It has two primary languages of instruction, English and Spanish. The degree to which each language is reflected in their program varies from level to level. It is their goal that all students become completely bilingual.

ASF is an American school with an international flavour attributable to its diverse enrolment. Through special agreements, ASF studies in the Middle and Upper Schools are revalidated by the Mexican Ministry of Public Education (SEP) and the National Autonomous University of Mexico (UNAM). ASF is an International Baccalaureate (IB) World School and as such is authorized by the International Baccalaureate Programme headquartered in Geneva, Switzerland, to provide the Primary Years, Middle Years, and Diploma curriculum. In addition, the School is a member of the Association of American Schools of Mexico

(ASOMEX), the Tri-Area Association, and the National Association of Independent Schools, headquartered in Washington D.C. Active in a variety of professional organizations the ASF faculty is involved in many activities sponsored by those entities. Currently it holds about 700 Upper School students.